GOVERNMENT OF INDIA
MICRO,SMALL AND MEDIUM ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:8
ANSWERED ON:17.07.2017
Use of Khadi
Kundariya Shri Mohanbhai Kalyanjibhai

Will the Minister of MICRO,SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether the Government has directed all Government hospitals to use khadi soap, linen etc. to encourage khadi and village industries;

(b) if so, the details thereof indicating the institutions covered under the scheme, number of items included and the amount of benefit likely to accrue to KVI therefrom;

(c) whether the Government proposes to urge the States to undertake similar steps to encourage KVIs and if so, the details thereof; and

(d) the other steps taken by the Government in this regard?

Answer

MINISTER OF STATE IN THE MINISTRY OF
MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI GIRIRAJ SINGH)

(a) to (d): Yes Madam. Ministry of Health and Family Welfare issued an order No.V.16020/56/2016-INI-I dated 15.02.2017 (copy enclosed with list of items-Annexure-I) that Government Hospitals and Medical Research Institutions across the country, such as AIIMS, PGI, Chandigarh, JIPMER Puducherry, NIMHANS, Bengaluru etc will use stipulated 45 Khadi items for exclusive use by Hospitals which include soap, Doctor coats, bed and bath linen, blankets, gowns for patients etc. The expected order value is around Rs.150 crore and will provide additional employment of 120 lakhs man hours to Khadi artisans. Thus the benefit would be captive marketing support to Khadi institutions as well as sustainable employment opportunity to Khadi and Village Industries artisans. Details of various Government Bodies and Corporates who have provided marketing support for Khadi and Village Industries products to KIs as detailed below:

1. Delhi Police
2. Oil and Natural Gas Corporation (ONGC)
3. Post & Telegraphs, Uttarakhand
4. Gujarat University
5. Navy Contingent
6. J.K. Cement
7. Indian Railways
8. Air India
9. IIT Mumbai for Uttariyas (used for convocations)
10. Rural Electrification Corporation
11. All Government schools in Chotila Taluka, Surendranagar Dist., Gujarat
12. Tihar Jail

Khadi and Village Industries Commission (KVIC) has also developed convergence with Raymond Ltd. and Aditya Birla Fashion Retail (ABFL) for design development and marketing linkages for Khadi. MOU has been signed between KVIC and National Institute of Fashion Technology (NIFT) for synergy in product development and design interface in Khadi.